



CALPEEK

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WILL RON UNZ BE A MAJOR GOP PLAYER IN JUNE?

Editor's note: The best kept secret of the June 1994 GOP primary is now out of the bag. And by the time this issue of CALPEEK goes to press, 32-year-old conservative Silicon Valley software entrepreneur Ron K. Unz will be known to millions of Calif. voters through a series of radio, newspaper and TV ads. The \$1 million campaign was to start just as CALPEEK went to press. Here is our update & analysis...

...Gov. Pete Wilson's campaign seems to be taking this challenge in stride and are trying very hard to downplay the Unz candidacy. Dan Schnur noted that in 1990 Wilson easily defeated his primary opposition. But the 1994 political landscape is *very different* than in 1990. Four years ago, hardline conservatives were not bashing Wilson because they, like all GOPers, were fearful that a Demo win would mean a new reapportionment plan that would kill any GOP hopes of regaining control of the legislature or the congressional delegation. Thus reapportionment glued hardliners to Wilson, but there's nothing to hold them in line now...

...Will the Unz candidacy have an impact on the June GOP primary? The answer is YES, but how much of an impact can't be measured just now. But remember this: *until Unz, there was no hardline conservative candidate running for a top Statewide spot that excited the conservatives.* Unz fills the bill on that count and in the end his candidacy may induce a larger conservative turnout in June and that *may be helpful* to other conservatives running Statewide and in House and Legislative primaries as well...

...Is there some kind of right wing plot behind the Unz candidacy? The Wilson people probably think so, especially after hearing that Lorelei Kinder, former CRP executive director under ex CRP Chair Jim Dignan, is running the Unz primary. For those with short memor-

ies, Dignan and Wilson hate each other. But sources tell CALPEEK that Kinder tried to discourage Unz from running and that it was just very recently that Unz met Dignan. It's doubtful that the Wilson campaign will buy this story, especially since Dignan recently mailed a fundraising letter for Unz. In addition to Kinder, others aboard the Unz campaign include highly regarded pollster Arnold Steinberg (who is also providing creative strategy); and GOP TV/media consultant Don Dornan. CALPEEK had mentioned spin doctor John Kurzweil in our last issue...

...FYI: Sources say the odds are fair to good that Unz will win the CA Republican Assembly's endorsement at their annual convention in Sacto, April 8-10. That would be big help for Unz. Stay tuned...

ROBERTI RECALL: MUCH RIDES ON THE OUTCOME.

Editor's note: On April 12th, voters in the San Fernando Valley's 20th S.D. go to the polls to cast ballots on whether or not to **recall** State Sen. David Roberti (D-Van Nuys). Here is CALPEEK's analysis...

...Most CALPEEK sources remain *confident* Roberti will survive this recall which was organized by pro-gun forces angered with his co-authorship of a 1989 law which banned assault weapons. The L.A. Times recent poll puts support for the recall at 28%, while opposition is at 62%. The poll was taken in late March, but sources think the numbers are still valid...

...Why do sources think the recall will fail? Roberti has mounted an **effective defense** with a \$500,000 war-chest. And the news media has not bought the line by anti-Roberti forces who say the recall's focus is on political corruption. But perhaps most important, sources say, voters are angered at recall organizers because the recall is a *waste of taxpayer dollars* ---

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Roberti will be leaving office anyway at the end of the year because of term limits...

...How has the recall impacted Roberti's Demo primary for Treasurer? Since the day the recall qualified, all of Roberti's time and fundraising efforts have been spent on the recall. So in order to play catch up with former CDP Chair Phil Angelides, Roberti needs to stomp on the recall and get at least 58%. Insiders say that's what he needs for *momentum*. But should Roberti just squeak by, which could happen, that might be an indication that he'll have a tough time in June...

...Will the recall impact on future gun legislation? The L.A. Times poll shows that 74% of 20th S.D. voters favor tougher gun control. Thus a big win by Roberti's side might persuade lawmakers (in the U.S. and Calif.) to take on the gun lobby. But should Roberti lose or the election be real close, the opposite could happen. That's why some of the cooler heads in the gun lobby have always felt that this recall has been a *two-edged sword* from day one. Stay tuned...

1994: UPDATE ON RUN FOR STATEWIDE OFFICES

Editor's note: Here are a few items of interest regarding the June 1994 primary...

- **Governor** - The latest L.A. Times survey of the Demo primary doesn't show any dramatic shifts, despite the fact that Kathleen Brown has had her share of negative publicity. In a 3-way race Brown gets 39%, John Garamendi 25% and Sen. Tom Hayden 8%, with 28% undecided. And both Brown and Garamendi continue to lead Gov. Pete Wilson(R) in a simulated Nov. 6th contest, but the gap has narrowed: Brown 51%, Wilson 41%, someone else 2% and undecided 6%; Garamendi 47%, Wilson 42%, someone else 2%; undecided 9%...

...Wilson has begun his first flight of TV spots attacking Demo Kathleen Brown on **crime** and specifically on the misstatements by Brown blaming Wilson for the release of serial rapist Melvin Carter. But why attack Brown when that could just possibly help Garamendi? It's the belief of most insiders that Garamendi, not Brown, would be the tougher of the two Demos in November. It makes no sense, unless internal polling shows that Wilson has been badly hurt by Brown's attacks. Wilson's 1st TV buy is around \$500,000...

- **Controller** - Most sources don't really believe that unknown GOP businessman John Morris could be leading former Assemblyman Tom McClintock by a 52% to 24% margin, but that's what a Jan. 31 - Feb. 2 poll taken of 399 GOP voters showed. It was a simple 1-on-1 question with ballot titles. Perhaps a better indication would be name ID. Here McClintock has a 32% rating, with Morris at 19%. That also seems high for Morris, sources say, given the fact that rank & file GOP voters don't have the slightest idea of who he is. This polling was done by Charlton Research of S.F. FYI: GOP Senate Leader Ken Maddy has endorsed Morris. Stay tuned...

1994 LEGISLATIVE RACES: PRIMARY BATTLES.

Editor's note: This week CALPEEK takes a look at some State Senate races. What's of interest this year is that Republicans may have a shot at winning control of upper house. Much will depend upon who wins in the various primaries. Here is our report...

- **36th S.D.** - This is the seat of retiring State Sen. Robert Presley(D-Riverside), who is in a tough battle to win a seat on the Bd. of Equalization. Even before reapportionment the district had a definite GOP slant, but today its got a 48.8% GOP vs. 38.8% Demos registration. So this will be tough seat for the Demos to hold, but they think they have shot --- if. The big IF is the GOP primary, which pits popular Riverside Co. Sheriff Cois Byrd, who isn't seeking reelection, against Assemblyman Ray Haynes, who is backed by most of his hardline conservative allies in the legislature, plus the religious right. In fundraising, Haynes started out with a \$100,000 loan from Allied Business PAC, but has not had all that much success in raising money locally. Byrd's money is local and some of it from powerful district interests, such as agriculture. Between Jan. 1 and Mar. 17, Byrd raised \$62,000 to Haynes \$16,000. Many, but not all sources, think that if Byrd wins the primary, the seat jumps to the GOP. However, with hardliner Haynes, Demos are expected to pump in big bucks to keep the seat. And in veteran Riverside Co. Sup. Kay Cenicer Demos have a well known and well liked candidate. At this point, on the GOP side, sources rate the primary as a toss up...

- **20th S.D.** - This is the San Fernando Valley seat now held by State Sen. David Roberti(D-Van Nuys), who can't seek reelection because of term limits. The

Demo have put all their marbles on State Sen. Herschel Rosenthal, who for almost his entire legislative career has been associated with West L.A. Former L.A. School Bd. member Roberta Weintraub is the campaign co-chair and Herschel has been endorsed by every big name Demo in L.A. and the Valley - except for Demo Assemblyman Richard Katz. Rosenthal didn't do anything to help Katz when he ran for mayor in 1993, so Katz is returning the favor. Some Republicans think they have a shot against Rosenthal, using the carpet-bagging issue. There are 5 Republicans running and 4 of them are deeply involved with the Roberti recall: perennial city council candidate Al Dib; gun shop owner Randy Linkmeyer; businesswoman Dolores White; and pro-gun advocate/CAC director Larry Martz. The only GOPer with solid credentials is businessman David Honda, a moderate GOPer who ran against Roberti in the special 2 years ago. But it's questionable whether the GOP will target this race because the district has a 58.6% Demo registration. We'll see...

- **28th S.D.** - While GOP attorney David Cohen waits on the sidelines, a very interesting Demo primary battle is taking shape in the So. Bay area of L.A. Co. between Torrance Councilman George Nakano and veteran State Sen. Ralph Dills of Gardena. Dills was first elected to the Assembly in 1938 --- the same year that Earl Warren was elected AG of Calif. The district leans Demo in registration, but GOPers may take a long second look if Dills wins the primary, because this is not, technically speaking, Dills' home turf. He's from the old 30th S.D., but he's been made the incumbent in this race. Only about half the 28th S.D. is familiar with him. But he has the overwhelming support of labor, plus many of his colleagues in the Legislature. The 84-year-old lawmaker knows that his age may be used against him, so the campaign has come up with the theme, "Too old to quit." Catchy. As for Nakano, he has an impressive list of local endorsements, including the new mayor of Torrance, Dee Hardison, plus the former mayors, Jim Armstrong, Ken Miller and Katy Geissert --- along with U.S. Rep. Jane Harman. One of the key Demos in the area, Assemblywoman Debra Bowen is neutral. The only public polling, from the Nakano campaign, indicates that if Nakano *had the money*, he'd have a shot. In a match that includes Dills, Nakano and other minor Demo candidates, Dills leads Nakano by a 13% to 8% margin. The poll by Fairbanks, Maslin & Maullin also shows Dills with what

FMM calls the "lowest reelect figure they have ever seen for an incumbent in any election cycle." Only 12% of those questioned said they would vote to reelect Dills. At this point, sources rate Dills a slight favorite, based mostly on his hefty warchest. Stay tuned...

CALPEEK's ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

- **Prop. 172 Update** - As reported in CALPEEK a few issues back, numerous County Boards of Supervisors and City Councils continue to **play games** with the Prop. 172 sales tax funds that are supposed to be used to keep public safety budgets at higher levels. What's the game? According to BoE member Matt Fong(R), governments assign the 172 sales tax funds to public safety budgets --- then they impose cuts equal to or greater than the 172 funds. It's a shell game and believe it or not, this is exactly what a number of anti-tax, conservative lawmakers who opposed 172 last year said would happen...

- **November Ballot Measure Forecast** - At the current time there are about 31 measures still trying to qualify for the Nov. 6th ballot, but CALPEEK sources predict only 3-5 have a shot at qualification. Signatures for the "3 Strikes" initiative are counted now and it has qualified, as expected. Other initiatives which have a shot include the Public Transportation Trust Fund proposal; Health Services - Taxes (single payer CA health care plan); Smoking/Statewide Regulations (backed by the tobacco industry); and perhaps the Mobilehome Rent Repeal initiative. The initiative calling for an "open primary" has the money, but sources think it got started too late. Sources also doubt that either of the two initiatives aimed at illegal immigrants will qualify for November. Stay tuned...

PAN PACIFIC BUSINESS SEMINAR SET FOR APRIL 29.

The Pan Pacific Business Seminar series on "The fundamentals of Business with Japan," is set from 9:30 a.m. to 3 p.m., April 29 at Soka University's campus in Calabasas, CA. Soka is hosting this seminar in cooperation with a number of other organizations, including the Valley Industry & Commerce Assn. For info (818)878-3738...

LONG BEACH MAYOR'S RACE: WHO IS LEADING???

With just days to go before the April 12 muni election in Long Beach, insiders are still unsure as to which candidates for mayor will make the June runoff. Insiders generally agree that this has been one of the least controversial and duller muni elections in some time. Perhaps the reason for the lack of excitement is that all the frontrunning candidates, with the exception of incumbent Mayor Ernie Kell, are strapped for money. Conventional wisdom still has Kell making the runoff with either former community college President Beverly O'Neill, Councilman Ray Grabinski or businessman Frank Colonna. But there are a few sources who think it's possible that Kell's base of support may not be enough to make the runoff. Sources still agree that businessman Don Westerland will not make the runoff. Insiders are less sure about Councilman Jeff Kellogg. He may still have an outside shot. Stay tuned...

McCLINTOCK & FOX TO ADDRESS LINCOLN CLUB.

Former Assemblyman and now GOP controller candidate Tom McClintock and Howard Jarvis Taxpayers Assn. Pres. Joel Fox will address members of the CA Lincoln Club (San Gabriel Valley chpt) at 7:30 a.m., April 15, Industry Hills Sheraton Hotel. For info, call Natalie Blanning at (818)249-4205...

CALPEEK'S '94 CONSULTANTS DIRECTORY ON SALE

CALPEEK's 1994 Directory of Campaign Consultants is now for sale to subscribers and non-subscribers alike. Cost for CALPEEK subscribers is just \$10, while the cost to non-subscribers is \$40. The directory will be given away FREE with all new subscriptions. No invoicing, no credit cards - checks only. For info call (310)659-0205. This directory is sold via subscription only. No retail sales. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- A sad note: Lois Burby, the asst. director of the Unruh Inst. at USC, died Mar. 30. R.I.P...
- Orange Co.-based Englander, Wooldridge et al are running the 70th A.D. campaign of Marilyn Brewer...
- Maureen DiMarco's campaign for Supt. of Public Instruction will be run by a trio of consultants: Demo

Luke Briet, GOp Steve Moore; and Greg Butler of Joe Shumate & Associates...

- Consultant Bob Stiens has been hired to do the 42nd A.D. campaign of attorney John Duran. Consultant Bob Zuckerman is handling field ops for Duran...
- McNally-Temple & Assoc. have been hired to do the 33rd A.D. campaign of GOP attorney Joni Gray...
- Consultant Jerry Seedbord has been hired to do the 42nd A.D. campaign of West Hollywood Councilman Paul Koretz. Reporting for action as GOTV consultant will be Chuck Levin...
- Russo Marsh + Assoc. have been hired to consult on the 77th A.D. GOP candidate of Rick Alexander. Daily mgr. is Dianne Scott...
- The Primacy Group has been hired to consult on the 47th A.D. campaign of Demo attorney Geoff Gibbs. Handling field ops is consultant Susan Burnside...
- McNally Temple & Assoc. have been hired to run the 54th A.D. campaign of GOP Mayor Steve Kuykendall of Rancho Palos Verdes...

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- **PAC COORDINATOR** and grassroots organizer available for consulting services. Independent worker with 7 years experience in State political process and association management. Can effectively organize active network program and motivate your members into key contact role. Please call (707)963-8951 for more information...
- **CAMPAIGN ORGANIZERS** - Calif. League of Conservation Voters, the State's largest PAC for the environment, seeks field organizers for this spring's legislative races. Positions require excellent communications and organizational skills with preference given to candidates with campaign experience. May require temporary relocation. Drivers license, car helpful. \$300-500 per week. Call Brian Huse (415)896-5550...

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